

News Release  
For Immediate Release  
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### ***Power in You Unveiling***

**SALT LAKE CITY** - January 10, 2005 - Utah First Lady Mary Kaye Huntsman today launched *Power in You*, a state-wide youth-to-youth mentoring program designed to help prevent students from participating in self-destructive activities, to bring hope to students suffering from life challenges, to promote leadership and build self-esteem, and to encourage students to achieve their educational and life potential.

The *Power in You* program will select high school juniors and seniors from diverse backgrounds who have recovered from self-destructive activities including drug and alcohol use, eating disorders, harassment, and depression to act as mentors. In addition, students who have personal experience with cancer and diabetes will also serve as mentors. Because low self-esteem and resulting self-destructive behavior cross all ethnic, socio-economic and geographical divides, *Power in You* will target teens from all backgrounds, and help improve the students' personal and scholastic potential.

"These programs not only give hope and comfort to those who receive the service, but also improve the emotional condition and self esteem of those who participate as mentors," says First Lady Mary Kaye Huntsman. "We believe the program will also build leadership skills in student mentors who have recovered from negative situations and encourage them to stay on a productive pathway."

To help launch this important, community impacting program, Comcast and the Comcast Foundation have made a three-year, \$180,000 commitment in cash and in-kind services to the *Power in You* program. Comcast Vice President of Operations Scott Tenney believes the program will have a powerful influence on participating students throughout the state.

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“This innovative program will give kids in need an opportunity to achieve their full potential. Comcast employees live and work in the communities we serve, so many of our employees and families are familiar with the kinds of challenges our children are facing these days. That’s why we’re pleased to support *Power in You*.”

West Lake Junior High School Principal Arthur Cox says the program is perfect for teenage kids. “Teenagers are faced with changes in their bodies, emotions, friends, schools and many other things. They are very vulnerable to negative influences during these changes unless there are people around to steer them in the right direction.”

To begin the program, the *Power in You* Advisory Committee (made up of education, community, and business leaders) will select 15 to 20 high school juniors and seniors from diverse backgrounds who have recovered from self-destructive activities or experienced life challenges to be student ambassadors for the program and serve as the initial group of mentors. Under the guidance of the Advisory Committee, the student ambassadors will develop a DVD and book that will serve as the program’s primary education and motivational materials. They will also help promote awareness of *Power in You*. The program will grow to include numerous mentors from schools throughout the state who will be recruited to assist hundreds of at-risk and challenged students.

Comcast’s three-year, \$180,000 contribution will include \$60,000 from the Comcast Foundation to help fund the production of a DVD and book about the program to be distributed to participating mentors and students throughout the state. In addition, Comcast will provide \$120,000 in airtime for *Power in You* public service announcements to create awareness and solicit participation in the program.

### **About The Comcast Foundation**

The Comcast Foundation was founded by Comcast Corporation in June 1999 and is the company’s chief source of charitable support to qualified non-profit organizations. The Foundation primarily invests in programs that work to create a positive, sustainable impact within our communities in the areas of volunteerism; literacy, reading and learning; and youth leadership development. Since its inception, The Comcast Foundation has donated more than \$18 million to organizations in the communities where Comcast serves. More information about The Foundation and its programs is available at our website, [www.comcast.com/community](http://www.comcast.com/community). .

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